



COUNTY OF LOS ANGELES  
OFFICE OF THE COUNTY COUNSEL

648 KENNETH HAHN HALL OF ADMINISTRATION  
500 WEST TEMPLE STREET  
LOS ANGELES, CALIFORNIA 90012-2713

TELEPHONE  
(213) 974-7546  
FACSIMILE  
(213) 613-4751  
TDD  
(213) 633-0901

ANDREA SHERIDAN ORDIN  
County Counsel

July 13, 2010

**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

#19 JULY 13, 2010

Agenda No. 1  
01/26/10

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

*Sachi A. Hamai*  
SACHI A. HAMAI  
EXECUTIVE OFFICER

Re: **PROJECT NO. R2006-00321-(2)**  
**CONDITIONAL USE PERMIT NO. 2006-00024-(2)**  
**SECOND SUPERVISORIAL DISTRICT/THREE-VOTE MATTER**

Dear Supervisors:

Your Board previously conducted a hearing regarding the above-referenced permit which sought to authorize the construction, operation, and maintenance of a 42-foot-high, double-faced billboard, located at 15301 South Avalon Boulevard in the unincorporated community of West Rancho Dominguez-Victoria. At the completion of the hearing you indicated an intent to deny the permit and instructed us to prepare findings for denial. Enclosed are findings for your consideration.

Very truly yours,

ANDREA SHERIDAN ORDIN  
County Counsel

By

*[Signature]*  
LAWRENCE L. HAFETZ  
Principal Deputy County Counsel  
Property Division

APPROVED AND RELEASED:

*[Signature]*  
JOHN F. KRATTLI  
Senior Assistant County Counsel

LLH:vn

Enclosures

**FINDINGS OF THE BOARD OF SUPERVISORS  
AND ORDER  
PROJECT NUMBER R2006-00321-(2)  
CONDITIONAL USE PERMIT CASE NUMBER 2006-00024-(2)**

1. The Los Angeles County ("County") Board of Supervisors ("Board") conducted a duly-noticed public hearing in the matter of Conditional Use Permit Case No. 2006-00024-(2) ("CUP") on January 26, 2010. The County Regional Planning Commission ("Commission") previously conducted a duly-noticed public hearing on the CUP on May 20, 2009 and August 5, 2009.
2. The applicant, CBS Outdoor, requests the CUP to authorize the construction, operation, and maintenance of a 42-foot-high, double-faced billboard, with two 672-square-foot sign faces (48' by 14' each), located at 15301 South Avalon Boulevard in the unincorporated community of West Rancho Dominguez-Victoria. The proposed billboard would be externally illuminated with non-flashing, non-electronic lights.
3. Billboards are regulated under section 22.52.840 of the Los Angeles County Code ("County Code") and are known therein as outdoor advertising signs.
4. The site consists of three, 5,000-square-foot parcels, all under one ownership, which contain a storage yard for a drywall business. Pallets and other materials are stacked on the site and are enclosed by a 10-foot-high chain-link fence. Two 675-square-foot storage buildings are located on the northernmost parcel of the site. The billboard would be mounted on a support column on the southeastern portion of the site's southernmost parcel.
5. The billboard would be oriented toward Avalon Boulevard to the east, having primary access from Redondo Beach Boulevard to the north via a driveway.
6. The site is located within the area governed by the West Rancho Dominguez-Victoria community standards district ("CSD").
7. The site is zoned M-1 (Light Manufacturing) and has a land use designation of "Major Industrial" in the Los Angeles Countywide General Plan ("General Plan"). The billboard would meet the standards of the CSD, the M-1 zone, and the General Plan land use designation.
8. The surrounding properties are zoned as follows:  
  
North: M-1; B-1 (Buffer Strip);  
East: C-2 (Neighborhood Business);  
South: M-1; and  
West: M-1.

9. The surrounding land uses consist of the following:
- North: Light industry and storage uses;
  - East: Light industry, retail uses, single-family residential, and a church;
  - South: Light industry and a church; and
  - West: Light industry and storage uses.
10. Pursuant to section 22.52.840 of the County Code, a billboard is a permitted use in the M-1 zone with a conditional use permit subject to a number of restrictions. These restrictions include a maximum height restriction of 42 feet, which applies Countywide, and a sign face restriction of 800 square feet. The applicant's billboard would satisfy these restrictions, but as to height, the applicant's billboard would have the maximum height allowable for a billboard anywhere in the unincorporated County.
11. Section 22.52.840(C) of the County Code imposes a restriction on the size and number of billboards that may be installed within a given radius. Under section 22.52.840(C)(1)(a) of the County Code, a billboard with a sign face exceeding 150 square feet, such as the proposed billboard, shall not be erected within 500 feet of another billboard with a sign face exceeding 150 square feet. In the instant case, an existing single-faced billboard is located approximately 300 feet from the new proposed billboard, and has a height of 26 feet and a sign face of approximately 300 square feet. This existing billboard is also owned by the applicant. To avoid violation of the radius restriction described in this Finding regarding the permissible proximity of two billboards, the applicant proposes to remove the existing billboard in conjunction with its installation of the new proposed billboard.
12. Prior to the Commission's public hearing, an Initial Study was prepared for the project in compliance with the California Environmental Quality Act (Public Resources Code section 21000 et seq.) ("CEQA"), the State CEQA Guidelines, and the Environmental Document Reporting Procedures and Guidelines of the County. Based on the Initial Study, staff of the County Department of Regional Planning ("Regional Planning") determined that a Negative Declaration would be the appropriate environmental document for the project.
13. Prior to the Commission's public hearing, the Commission received no comments from the public regarding the proposed project.
14. The Commission's public hearing for the project was originally set for May 20, 2009. On that date, the Commission continued the public hearing to August 5, 2009 pursuant to a request by the applicant's representative to allow the applicant more time to renegotiate a lease with the underlying property owner for purposes of installing the billboard.

15. At the Commission's August 5, 2009 public hearing, the Commission heard a presentation from Regional Planning staff and testimony from the applicant's representative.
16. The applicant's representative testified that, among other things, the CUP should be granted because the billboard met all requirements for billboards under the County Code. Staff, on the other hand, recommended denial of the CUP based on, among other things, the billboard's incompatibility with the surrounding neighborhood because of its size and scale.
17. On August 5, 2009, after hearing all testimony, the Commission closed the public hearing and denied the CUP. Like staff, the Commission found, among other things, that the billboard was incompatible with the surrounding neighborhood because of its size and scale.
18. Pursuant to section 22.60.200(A) of the County Code, the applicant appealed the Commission's denial of the CUP to the Board.
19. On January 26, 2010, the Board conducted its public hearing on the appeal. At the public hearing, the Board heard a presentation from Regional Planning staff, testimony from the applicant's representative, and testimony from one proponent of the project. The Board heard no other testimony regarding the project.
20. At the Board's public hearing, Regional Planning staff explained to the Board that the County Code imposes restrictions on the size and number of billboards that are allowed within any given radius. Staff explained that these restrictions are intended to limit the total space of billboard signage in any given area so as to minimize the negative visual impacts associated with the overconcentration of billboard space in that area. Although the applicant proposes to remove an existing smaller billboard near the new proposed billboard, staff testified that such removal would not further the intent of the overconcentration restriction in the County Code because the sign to be removed was significantly smaller in size and scale than the proposed billboard.
21. At the Board's public hearing, the applicant's representative and the project proponent testified that the CUP should be granted because, among other reasons, the billboard meets the County Code's maximum height and size requirements for billboards. These individuals further testified that, in their view, there was no overconcentration of billboards in the area.
22. The Board finds that the applicant's proposal to remove an existing billboard 300 feet from the new proposed billboard would not further the intent of the overconcentration restriction in the County Code because the size and scale of the billboard to be removed are substantially smaller than the proposed billboard. The existing billboard has a height of 26 feet, compared to a height of 42 feet for the proposed billboard. Moreover, the existing billboard is single-faced and has a

sign area of 300 square feet, while the proposed billboard would have a double-face and a sign area of 672 square feet per face.

23. The Board finds that removing an existing 300-square-foot billboard in conjunction with the installation of a larger, 672-square-foot billboard, 300 feet from the existing billboard, results in an increase in total billboard space in the area and an increase in the area's negative visual impacts associated with the overconcentration of billboard space.
24. The Board finds that the proposed billboard would have a height equal to the maximum allowable height for any billboard in any part of the unincorporated County, including billboards near freeways and billboards in areas with predominantly multi-story buildings. The Board further finds that the community surrounding the site consists mainly of low-rise, one-story buildings, and includes two churches and a number of single-family residences.
25. The Board finds that, although the properties immediately adjacent to the site are zoned for industrial and commercial use, there are also, as noted, a number of single-family residences located near the site, and two sensitive uses (i.e., two churches) located in the adjacent industrial zones.
26. The Board finds that the massive scale of the proposed billboard would be out of character with the surrounding low-rise buildings and nearby sensitive uses, and could affect the comfort and/or welfare of the neighboring residents.
27. The Board finds that the proposed billboard is incompatible and out of scale with the surrounding community and the surrounding uses.
28. The Board finds that the proposed billboard would cause adverse impacts to the surrounding property owners.
29. The Board finds that the installation of the proposed billboard at this location would jeopardize, endanger, or otherwise constitute a menace to the public health, safety, or general welfare of the neighboring community, and would not constitute good zoning practice.
30. The Board finds that the proposed use would be materially detrimental to the use, enjoyment, and/or valuation of property of persons living in the vicinity of the facility.
31. The location of the documents and other materials constituting the record of proceedings upon which the Board's decision is based in this matter is the Los Angeles County Department of Regional Planning, Hall of Records, 13th Floor, 320 West Temple Street, Los Angeles, California 90012. The custodian of such documents and materials shall be the Section Head of the Zoning Permits Section, Los Angeles County Department of Regional Planning.

**BASED ON THE FOREGOING, THE BOARD OF SUPERVISORS CONCLUDES:**

1. That the requested use at the proposed location will adversely affect the health, peace, comfort, or welfare of persons residing or working in the surrounding area; will be materially detrimental to the use, enjoyment, or valuation of property of other persons located in the vicinity of the site; and will jeopardize, endanger, or otherwise constitute a menace to the public health, safety, or general welfare;
2. That placement of the proposed use at such location will not be in the interest of public health, safety, and/or general welfare, nor in conformity with good zoning practice; and
3. That the information submitted by the applicant and presented at the public hearing does not substantiate the required findings and burden of proof for the CUP as set forth in section 22.56.090 of the County Code.

**THEREFORE, THE BOARD OF SUPERVISORS:**

1. Denies Project No. R2006-00321-(2), consisting of Conditional Use Permit No. 2006-00024-(2).